



**MovieTime** is the ultimate digital channel destination for big-ticket movies seven days a week. With over 250 movie titles each month and back-to-back movies on the weekend, **MovieTime** offers movie lovers unparalleled access to an extensive collection of favourite hits. From adventure-packed blockbusters to definitive movie moments, **MovieTime** presents a star-studded, jam-packed lineup that satisfies viewers' craving for hit movies. What time is it?... It's **MovieTime!** **MovieTime** is also available in HD.

The Hangover

## new movies

### The Hangover

A Las Vegas bachelor party gets out of hand when the groomsmen lose their about-to-be-wed buddy during their drunken misadventures. As they retrace their steps in order to find him they realize just how much trouble they're in. Stars Bradley Cooper, Ed Helms and Zach Galifianakis.

### Indiana Jones and the Kingdom of the Crystal Skull

Famed archaeologist/adventurer Dr. Henry "Indiana" Jones is called back into action when he becomes entangled in a Soviet plot to uncover the secret behind mysterious artifacts known as the Crystal Skulls. Stars Harrison Ford and Shia LaBeouf.

### Sherlock Holmes

Detective Sherlock Holmes and his stalwart partner Watson engage in a battle of wits and brawn with a nemesis whose plot is a threat to all of England. Stars Robert Downey Jr., Jude Law and Rachel McAdams.

### The Book of Eli

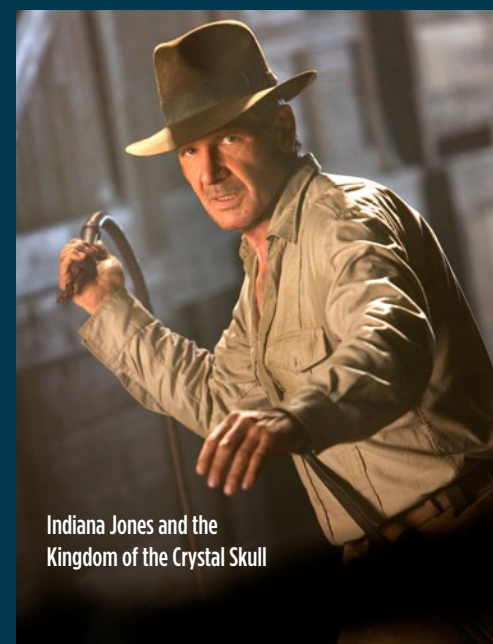
A post-apocalyptic tale, in which a lone man fights his way across a desolate America in order to protect a sacred book that holds the secrets to saving humankind. Stars Denzel Washington, Gary Oldman and Mila Kunis.

### Funny People

When seasoned comedian George Simmons learns of his terminal, inoperable health condition, his desire to form a genuine friendship causes him to take a relatively green performer under his wing as his opening act. Stars Adam Sandler and Seth Rogen.

### Where the Wild Things Are

An adaptation of Maurice Sendak's classic children's story, where Max, a disobedient little boy is sent to bed without his supper. He creates his own world – a forest inhabited by ferocious wild creatures that crown Max as their ruler. Stars Max Records, Catherine O'Hara and Forest Whitaker.



Indiana Jones and the Kingdom of the Crystal Skull

## Invictus

Nelson Mandela, in his first term as the South African President, initiates a unique venture to unite the apartheid-torn land. Enlisting the national rugby team to help unite a divided country on a their way to compete for the 1995 Rugby World Cup Championship. Stars Morgan Freeman and Matt Damon.

## Live Free and Die Hard

New York City detective John McClane delivers justice to a new breed of terrorists when a massive computer attack on the U.S. infrastructure threatens to shut down the entire country. Stars Bruce Willis, Timothy Olyphant and Justin Long.

## Ocean's 11

A rag-tag group of con artists and ex-cons lead by Danny Ocean team up for the heist to end all heists as they plan to rob three Las Vegas casinos simultaneously. Stars George Clooney, Brad Pitt, Matt Damon and Julia Roberts.

## X2: X-Men United

The X-Men band together to find a mutant assassin who has made an attempt to the President's life, while the Mutant Academy is attacked by military forces. Stars Patrick Stewart, Hugh Jackman and Halle Berry.



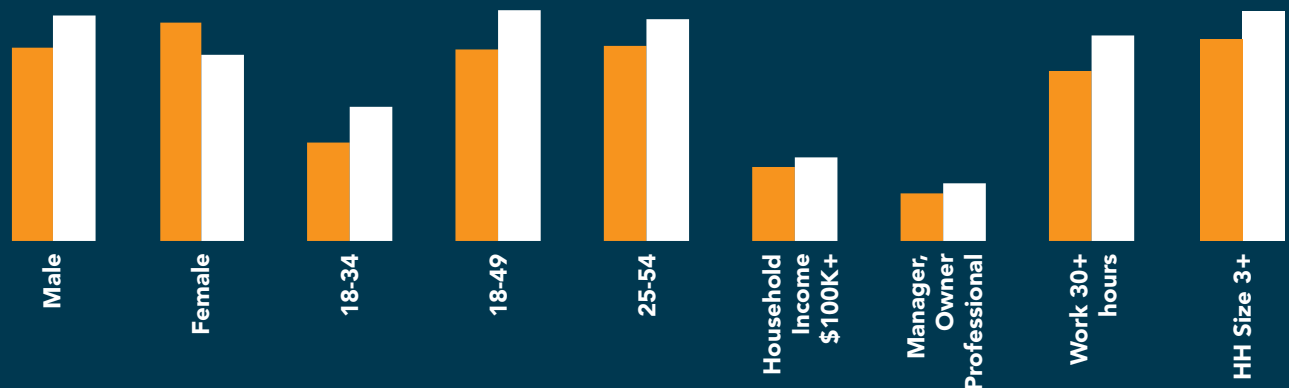
# Audience Profile

## Demographic Profile

% of A18+ AMA, English Canada

Source: BBM Canada PPM Data, % of A18+ AMA, English Canada, M-Su 2a-2a (FL11 STD: 8/29/2011 to 11/27/2011)

Total TV ■  
Movie Time ■



## More likely to:

- Have spent \$10,000+ on home improvements (130) and \$40,000+ on a vehicle (222, past 2 years)
- Travel to other provinces outside of their own for business (117) and take personal trips outside of North America (131)
- Go to fast food restaurants (110) and bars/pubs (118)
- Use their mobile phone for downloading (151) and listening to music (124), watching (121) and downloading (115) video, messaging (117), emailing (121) and searching the internet (122)
- Use instant messaging (111) or download music (150) on their computers

Source: BBM Canada PPM Data (FL11 = Aug 29 – Nov 27/11) / English Canada / Comp% of A18-54

# Key Research Finding

- Experienced an increase in audience in FL11 vs. FL10 - +58% for A25-54; +50% for W25-54

Source: BBM Canada PPM Data (FL10 = Aug 30 – Nov 28/10, FL11 = Aug 29 – Nov 27/11) / Total Canada A25-54 AMA(000) unless otherwise noted